

WHAT IS CLAIMED IS:

1. A fastening and retention system for a strap, said system comprising:
 - a) a strap having at a first strap end, a securing mechanism configured to receive a second strap end, and
 - b) one or more retention loops for maintaining, when said second strap end has been secured by said securing mechanism, said second strap end in close contact with a portion of the strap that is proximal to the first strap end,

wherein said retention loop(s) can slide along said strap when the strap is not secured by said securing mechanism,

wherein one or more of said retention loops comprises a first component of a mating structure, and said strap comprises a complementary component of the mating structure, and

wherein said mating structure prevents said loop(s) from sliding freely along said strap when the two components are mated.
2. A system according to claim 1, wherein:
 - a) said first and second components of the mating structure are not the same, and
 - b) wherein said first and complementary components of the mating structure comprise either a protruding member or a slot for receiving said protruding member.
3. A system according to claim 2, wherein said protruding member is located on said retention loop, and said slot for receiving said protruding member is located on said strap.
4. A system according to claim 2, wherein said protruding member is located on said strap, and said slot for receiving said protruding member is located on said retention loop.
5. A system according to claim 1, wherein said strap is configured to receive thereon a device.

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6. A system according to claim 5, wherein said device is a wristwatch, an altimeter, a depth meter, a pedometer, a pager, a telephone, a personal data device or a tide meter.

7. A system according to claim 6, wherein said device is a wristwatch

8. A system according to claim 6, wherein said device is an altimeter.

9. A system according to claim 6, wherein said device is a depth meter.

10. A system according to claim 6, wherein said device is a pedometer.

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11. A system according to claim 1, wherein said second end of said strap further comprises a securing mechanism.

12. A system according to claim 1, wherein said strap is a two piece strap comprising:

- 1.83(6)
a) a first piece having a first device end and said first strap end, and
b) a second piece having a second device end and said second strap end,
wherein said first and second device ends comprise attachment structure for securing said first and second pieces to a device.

13. A system according to claim 12, wherein:

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a) said first and second components of the mating structure are not the same, and
b) wherein said first and second components of the mating structure comprise either a protruding member or a slot for receiving said protruding member.

14. A system according to claim 13, wherein said protruding member is located on said retention loop, and said slot for receiving said protruding member is located on said first piece of said strap.

15. A system according to claim 13, wherein said protruding member is located on said first piece of said strap, and said slot for receiving said protruding member is located on said retention loop.

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17. A system according to claim 16, wherein said polymer is polyurethane, polyurethane/silicon blend, nylon, or polyvinyl chloride.

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